



QUARTERLY ISSUES AND PROGRAMS REPORT

FOR

**STATIONS WJFK* (AM 1580) AND WPGC-HD-3
MORNINGSIDE, MD**

*Station call letters changed from WNEW to WJFK on January 29, 2013

1st QUARTER, 2013
(January 1 through March 31)

Prepared by:

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**Issues of Concern to Bethesda, Washington, D.C.
Addressed in Responsive Programming in the
1st Quarter, 2013**

<u>Subject</u>	<u>Description of Issue of Concern</u>
1. Health	Smoking Cessation; Health and safety in youth athletics; Teen and young adult reproductive health
2. Education	Maryland public schools are consistently rated #1 in the United States, but compared to what? Significant achievement gaps persist in urban and rural Maryland.
3. Arts/Humanities	Promotion of local theater and arts productions
4. Gun Control	Update on recent legislative efforts to close loopholes in Maryland gun licensing regulations, especially as pertains access to firearms by mentally ill or violent individuals.
5. Homelessness/Poverty	Efforts to help impoverished residents in D.C. lift themselves out of poverty
6. Senior Services	Home improvement resources for elderly and disabled
7. Economy/Economic Development	State of Working Maryland: a report on the state of Maryland's working families; Resources for local small business development in the Washington, D.C. metro
8. Consumer Affairs	Current consumer issues, warnings and advisories
9. Environment	Storm water runoff poses a significant threat to the health of the Potomac and Anacostia Rivers (drinking water sources) and ultimately the Chesapeake Bay.
10. Youth Services	Programs for youth in the Washington, D.C. metro that foster their education, employment, leadership skills and good health.

**WNEW-AM Programs That Address Community Issues
(Regularly Scheduled Public Affairs Programs)
1st Quarter, 2013**

<u>Public Affairs Program</u>	<u>Schedule and Description</u>
1. "Fresh Perspectives"	Sundays, 8:00 a.m. – 9:00 a.m. until February 3 rd , 2013. Then Saturdays 6:00 a.m. – 7:00 a.m. effective February 9, 2013. Produced by Sarah Jacobs, this show features representatives from area nonprofits, as well as government leaders, health experts, educators and artists, discussing issues of local and national concern.

Most Significant Issue-Responsive Programming
1st Quarter, 2013
(January 1 through March 31)

ISSUE: HEALTH

“Fresh Perspectives”
January 6, 2013
7:00 a.m.
26 minutes of a 60-minute program

Every year, millions of Americans make the decision to quit smoking, often as a New Year’s resolution. But without the proper tools and support, the majority of them will not succeed. Become An Ex is a free quit-smoking program funded through the 1999 Master Settlement Agreement with the major tobacco companies and 46 states and the District of Columbia. The Ex Plan helps smokers view quitting not as one big war, but as a number of little battles to be won by re-learning life without cigarettes. The program has three steps: How to Quit Smoking, Quit Smoking, and Staying Quit. Bill Furmanski is senior vice president at Legacy, the nonprofit public health charity that developed the Become an Ex Program. Furmanski explains the background behind the formation of Legacy and Become an Ex. “Cindy,” one of the success stories of the program, describes how and why Become an Ex worked for her where other programs failed.

“Fresh Perspectives”
January 17, 2013
7:00 a.m.
28 minutes of a 30-minute program

NATA - The Youth Sports Safety Alliance, composed of more than 100 organizations committed to keeping young athletes safe, launched the first-ever “National Action Plan for Sports Safety” to ensure comprehensive action to protect America’s student athletes. The Plan was finalized by those in attendance at the 4th annual Youth Sports Safety Summit in Washington, DC, on February 5, 2013. The Summit was convened by the National Athletic Trainers’ Association (NATA). NATA President Jim Thornton discussed the plan, which lays out the recommended course of action for cardiac events, neurologic injuries, environmental/exertion conditions and dietary/substance-induced conditions that may occur on a youth athletic field. The summit also introduced a Young Athletes Bill of Rights, containing basic health and safety standards which all young athletes should be afforded.

“Fresh Perspectives”

February 3, 2013

7:00 a.m.

15 minutes of a 60-minute program

Teen and Young Adult Health Connection – TAYA – is a non-profit reproductive healthcare organization serving Maryland, Virginia and Washington, D.C.. TAYA’s mission is to provide teens and young adults with affordable, timely and culturally competent direct clinical care and educational outreach services with the goal of preventing teenage and unplanned pregnancies. Executive Director Molly Love says that TAYA serves as a reproductive medical home for men and women between the ages of 12 and 35, and offers services to their patients regardless of income or insurance status.

Most Significant Issue-Responsive Programming
1st Quarter, 2013
(January 1 through March 31)

ISSUE: EDUCATION

“Fresh Perspectives”
January 13, 2013
7:00 a.m.
29 minutes of a 60-minute program

The Maryland Campaign for Achievement Now, or Maryland CAN: Their slogan is "We will not rest until every Maryland child has access to a great public school." Maryland schools have been consistently rated number one in the nation, but MarylandCAN asks the question, "compared to what?" Curtis Valentine, the executive director of MarylandCAN, discusses legislative and administrative initiatives aimed at fundamentally reforming Maryland's public school system through smart public policies. Valentine says that "getting state policy right does not mean trying to write every best practice into state law, but instead advancing fundamental principles that work together to reward success, punish failure and raise the quality of everything in between." Those fundamental principles, he says, are greater accountability in failing districts, greater flexibility for educators in the classroom, and greater school choices for parents and families.

**Most Significant Issue-Responsive Programming
1st Quarter, 2013
(January 1 through March 31)**

ISSUE: ARTS & HUMANITIES

“Fresh Perspectives”

January 20, 2013

7:00 a.m.

14 minutes of a 60-minute program

Centerstage, the State Theater of Maryland, is celebrating its 50th anniversary in 2013. The Mountaintop, playing at the State Theater of Maryland, Centerstage, is a piece of historical fiction set entirely in Room 306 of the Lorraine Motel on the eve of Martin Luther King Jr.’s assassination on April 4, 1968. Kwame Kwei-Armah, the Artistic Director of CenterStage and the director of this production, discusses the production, as well as the other productions that will be presented in the 50th anniversary season.

Most Significant Issue-Responsive Programming
1st Quarter, 2013
(January 1 through March 31)

ISSUE: GUN CONTROL

“Fresh Perspectives”
January 20, 2013
7:00 a.m.
30 minutes of a 60-minute program

Long before most of us had heard of Newtown, Connecticut, and Sandy Hook Elementary School, a lawmaker in Maryland had begun to look at the issue of gun control and mental illness. Montgomery County Delegate Louis Simmons discusses the legislation he has introduced in the Maryland Senate that is aimed at closing what he says are large loopholes in the existing law.

Simmons' legislation is based on a report by "The Task Force on Access to Firearms by those with Mental Illness," which was created under legislation Simmons' introduced in 2011. The task force is comprised of Maryland State Police, Maryland Department of Health & Mental Hygiene and Second Amendment Groups and recently released an interim report.

Delegate Simmons' proposed legislation would: 1. Require court clerks to report to state police, within one business day, any time the court orders an individual to undergo a mental health evaluation because the individual is a danger to him/herself or others; 2. Require healthcare professionals to report a patient to law enforcement when the professional believes the patient intends to commit violence, and 3. Allow state police to consider violent crimes that are expunged from the record by "probation before judgment" when the individual is seeking access to a gun.

Most Significant Issue-Responsive Programming
1st Quarter, 2013
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ISSUE: POVERTY

“Fresh Perspectives”
January 20, 2013
7:00 a.m.
14 minutes of a 60-minute program

Homeless, hunger and poverty are traumatic conditions for adults, but perhaps even more so for children. These experiences adversely impact their physical, emotional, cognitive, social and behavioral development. The stated mission of Project Create is to use arts education as a tool to promote youth development and break the cycle of poverty and homelessness.

Executive Director Christie Walser explains the three goals of Project Create are to:

Create Art – “Students discover their natural talents, skills and potential for achievement through professionally-led visual and performing arts courses.”

Create Community – “Project Create offers consistent, comfortable and safe after-school options that nurture the healthy development of skills such as problem-solving, communication and cooperation, and instill self-esteem, confidence and pride.”

Create Opportunity. “Children explore and connect to their local environment through artistic & cultural experiences while developing a sense of belonging and positive identity through artistic collaboration. We promote mentoring relationships between competent, caring adults and young people in need of positive role models.”

The program also addresses the “Youth Services” issue of concern.

“Fresh Perspectives”
February 3, 2013
7:00am
28-minutes of a 60-minute program

When Dr. Mark Bergel was a sociology professor at American University, he decided to take his students to deliver boxes of food to impoverished residents in Washington, D.C. Bergel says he was startled by the abject poverty he and his students encountered – families living in homes without furniture or even a mattress on the floor, no food, and inadequate health care.

As a result of this class project, Dr. Bergel began a foundation, using college students and associates as volunteers who collected furniture, food, clothing and necessities to distribute to impoverished residents. This was 12 years ago, and A Wider Circle was begun.

In that time, A Wider Circle has served more than 100-thousand people. Although they still provides these basic necessities of food and furnishings, Dr. Bergel has also partnered with social workers, school personnel, nonprofit leaders and shelter managers. Through these partnerships, A Wider Circle has developed a program that addresses the needs of the “whole person,” from the tangible needs of clothing, food and medical care, to the inner needs that can be met through stress management, computer training, self-esteem programs and financial literacy education.

Most Significant Issue-Responsive Programming
1st Quarter, 2013
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ISSUE: SENIOR SERVICES

“Fresh Perspectives”

January 27, 2013

7:00 a.m.

14 minutes of a 60-minute program

Iona Services states on its website that its mission is to “support people as they experience the challenges and opportunities of aging.” Established in 1975, Iona Services provides education, advocacy and community-based programs and services “to help people age well and live well.” Executive director Sally White talks about those services and programs for seniors, as well as the support services offered to for caregivers – often adult children who are still raising their own families. White also discusses ways in which the community can support their programs by donating their time and/or resources.

“Fresh Perspectives”

February 9, 2013

6:00 a.m.

26 minutes of a 60-minute program

According to their website, “Rebuilding Together Montgomery County believes that everyone deserves to live in a safe and healthy home.” Rebuilding Together provides critical repairs, accessibility modifications and energy efficient upgrades to low-income homes and community centers at no cost to service recipients. Executive Director Susan Hawfield explains that many of their clients are older residents who are still able to live independently, but who are having physical and/or financial difficulty keeping up with the home maintenance required to allow them to live in a safe and healthy environment. She discusses the types of services they offer, as well as opportunities for volunteerism and donations to their efforts.

Most Significant Issue-Responsive Programming
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ISSUE: ECONOMY/ECONOMIC DEVELOPMENT

“Fresh Perspectives”

January 27, 2013

7:00 a.m.

30 minutes of a 60-minute program

The Maryland Budget and Tax Policy Institute (MBTPI) was established by the Maryland Association of Nonprofit Organizations in 1998 to provide independent, nonpartisan research and analysis of state budget and tax policy priorities. In January, MBTPI released a report entitled, “The State of Working Maryland 2012,” which provides a comprehensive summary of the major conditions and challenges facing Maryland families today.

MBTPI Director Neil Bergsman discusses some of those issues, which include everything from Employment and Affordable Housing to Energy Costs, Health, and Childcare. In his executive summary, Bergsman says, “Working families in Maryland face continued stress and uncertainties. Although there has been some improvement in employment, many other indicators show that times remain tough.”

“Fresh Perspectives”

March 2, 2013

6:00 a.m.

28 minutes of a 30-minute program

The Latino Economic Development Center’s slogan is, “Stable Housing, Thriving Businesses, Strong Communities.” LEDC began in 1991, shortly after the shooting of a Latino man by a Washington, D.C. police officer led to several days of violent clashes and millions of dollars in property damage in the Mt. Pleasant Neighborhood. A group of bankers, business professionals and civil rights activists came together to refocus the energy of the community into the LEDC.

The LEDC’s stated mission is “to drive the economic and social advancement of low- to moderate-income Latinos and other D.C. area residents by equipping them with the skills and tools to achieve financial independence and become leaders in their communities.” Executive Director Manuel Hidalgo says much of the LEDC’s focus is on small business development, homeownership counseling and tenant organizing. Although the name reflects an origin of service to the Latino community in Washington, D.C., Hidalgo says that they offer their services to all, regardless of ethnicity.

Most Significant Issue-Responsive Programming
1st Quarter, 2013
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ISSUE: CONSUMER AFFAIRS

“Fresh Perspectives”
March 2, 2013
6:00 a.m.
15 minutes of a 60-minute program

Jody Thomas, Vice President of Communications for the Better Business Bureau Greater Maryland, is a frequent guest on “Fresh Perspectives,” discussing a variety of current consumer affairs issues and advisories.

The Carnival Cruise Line had a public relations nightmare on its hands when one of its cruise ships became disabled at sea without power or plumbing. In this segment, Thomas discusses tips for planning a cruise and ways in which consumers can thoroughly investigate a cruise line and its ships and precautions that can be taken to help ensure smooth sailing.

A new feature has been added to the department store check-out: e-receipts. Instead of a paper receipt, some retailers and banks offer customers the option of having a receipt emailed to them. The idea is that the customers will have all their paperless receipts in one convenient place; however, Thomas offers tips for consumers to ensure that their personal information is not being compromised for the sake of convenience.

Many people opt to do their own taxes, but some of the new tax laws may cause some to pay an expert tax preparer this year. Thomas provides information on ways to screen a paid tax preparer, as well as warning signs that the preparer may not be fully qualified. Thomas also points out a change in Maryland law that requires all paid tax preparers who are not Certified Public Accountants to register with the state, and she advises consumers to be sure their tax preparer is properly registered.

Most Significant Issue-Responsive Programming
1st Quarter, 2013
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ISSUE: ENVIRONMENT

“Fresh Perspectives”
February 16, 2013
6:00 a.m.
30 minutes of a 60-minute program

Every five years, the Potomac Conservancy issues a report card on the health of the Potomac River, a source of drinking water for the greater Washington, D.C. area. The most recent grade of “D,” last year, was a downgrade of the previous grade, “D+.” In between report cards, the Potomac Conservancy releases an annual “State of the Nations River” report. This year’s report outlines the consequences of four main pollutants of the Potomac River.

The Conservancy’s executive director, Hedrick Belin, discusses the findings of the report, and specifically the issue of storm water runoff, a major source of river and bay pollution. Because of an increase in paved surfaces in the D.C. metro, there are fewer places where storm water can soak into the ground, and so it runs off into streets and storm drains, bringing with it a variety of pollutants, including lawn chemicals, farm fertilizers, pet waste, motor oil and even trash that flow into the Potomac River and the Chesapeake Bay.

Belin emphasizes the importance of catching rain where it falls, with absorbent, permeable landscapes that reduce storm water runoff. He also discusses the fact that, while Washington, D.C.’s water is deemed safe to drink, the standards by which it is measured were established in the 1970 Clean Water Act, which does not take into account chemicals and materials that have been developed since then.

“Fresh Perspectives”
March 23, 2013
6:00 a.m.
30 minutes of a 60-minute program

As a follow-up to our conversation with Hedrick Belin at the Potomac Conservancy, Peter Ensign with D.C. Greenworks discusses “green infrastructure” and the conservation and reuse of rainwater. D.C. Greenworks is a nonprofit in Washington, D.C. that provides full service installation of green roof, rain barrel and rain garden design, installation and consulting.

Ensign explains the design of a green or “vegetated roof” that incorporates plants into a traditional roof system. He also discusses a District Department of the Environment program that subsidizes the purchase and installation of rain barrels by D.C. residents who wish to

conserve and reuse rain water in household situations that do not require potable water, such as gardening and car washing. D.C. Greenworks will also help residents design and install rain gardens, which are landscaping projects that are designed to capture rainwater where it falls and reduce storm water runoff.

This segment was re-aired on March 30, 2013.

Most Significant Issue-Responsive Programming
1st Quarter, 2013
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ISSUE: YOUTH SERVICES

“Fresh Perspectives”

March 9, 2013

6:00 a.m.

28 minutes of a 30-minute program

From the outside, Phoenix Bikes in Arlington, Virginia, looks like a typical bike repair shop, but inside, there is a lot more going on than just fixing broken spokes and replacing derailleurs. Through the use of bicycle repair, mechanics and sales, Phoenix Bikes provides a training program for young people in Arlington to develop real-world skills and experience to help prepare them for the future.

Executive Director Henry Dunbar is a long-time bicycling enthusiast who talks about the benefits of Phoenix Bikes to the community. In addition to providing meaningful skills and experience to young people in Arlington, Phoenix Bikes is also a source of affordable, refurbished bikes and repair services that benefit the environment and the bike recipient.

Phoenix Bikes provides a number of community programs, as well, including a workshop to teach adults the skill of bicycle repair and maintenance, safe riding workshops, chaperoned youth rides and even an annual community barbecue, just to name a few.

We also took the opportunity to get Dunbar’s expert opinion on the state of cycling in Arlington and the Greater Washington, D.C., metro. Dunbar gives enthusiastic thumbs up to the local government officials for the wide availability of bike lanes and their support of those who choose to use bicycling as an alternative to gas-powered vehicles.

This segment was re-aired on March 16, 2013.

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